

In the United States Patent and Trademark Office

Serial Number: 10/815635
Application Filed: April 2, 2004
Applicant: Alexander James Tod Denoon; Paul Lapstun; Kia Silverbrook; Jacqueline Anne Lapstun
Application Title: Location Based Promotions
Examiner/GAU: Michael R Stibley / 3688

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| Dated | September 30, 2008 |
| At: | Balmain, NSW |
| Docket No. | HYD001US |

AMENDMENT B

Commissioner for Patents
Washington, District of Columbia 20231

Dear Sir:

In response to the Office Action of August 20, 2008, please amend the above-identified application as follows:

Amendments to the Claims begin on page 2 of this paper. The Applicant submits that these amendments introduce no new matter.

Remarks/Arguments begin on page 7 of this paper.